



# Cassie Meade

Interaction Designer

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## Graduate Projects

Google | Capstone Project  
INTERACTION DESIGN & RESEARCH

Seattle, WA  
*April 2019-Ongoing*

Design a solution for the financially squeezed demographic to help them spend and save money in a way that supports their lifestyle and values.

- Recruited participants for a month long research study
- Designed and implemented a diary study and research probe to better understand a users money management habits
- Conducted interviews with ideal users and industry experts
- Coded data from interviews, diary study, and research probe
- Synthesized data into actionable insights to be used for a design solution

Microsoft | Prototyping Studio  
INTERACTION DESIGN

Seattle, WA  
*Jan 2019-March 2019*

Designed a classroom experience to be used in middle school classrooms to help students learn about STEM principles in a fun and engaging way

- Ideated with project team on possible solutions
- Conducted usability tests with target audience
- Worked with Arduino and Processing to create an interactive, immersive learning experience
- Produced a high-fidelity prototype of the concept and presented to stakeholders

Premera Blue Cross | Ideation Studio  
VISUAL & INTERACTION DESIGN

Seattle, WA  
*Sept 2018-Dec 2018*

Designed a solution for long-distance caregivers that aided them in their daily responsibilities while easing some of the emotional burdens they face.

- Conducted research through a variety of research methods
- Ideated and brainstormed possible design solutions
- Designed and prototyped a proposed concept
- Tested prototype with ideal users
- Created high fidelity prototype based of feedback from user testing
- Presented concepts to executives and stakeholders

## Experience

Pinkston Group  
LEAD VISUAL DESIGNER

Alexandria, VA  
*Oct 2015-May 2018*

- Designed websites, apps, and interactions for a variety of B2B & B2G clients
- Developed, extended, and elevated client brands
- Created and presented creative directions and designs to clients
- Managed design tasks and projects from start to finish

## Education

University of Washington  
SEATTLE, WA

Masters of Human Computer  
Interaction + Design

Elizabethtown College  
ELIZABETHTOWN, PA

Bachelor of Arts, English  
Emphasis on Professional Writing

## Skills

Interaction Design  
Visual Design  
Mobile & Web Design  
User Research  
Usability Testing  
Rapid Prototyping  
Stoyboarding  
Project Management

## Tools

Adobe XD  
Photoshop  
Illustrator  
InDesign  
Invision  
Sketch  
Figma